



WPTV

ORDER

Print Date 08/31/12 Page 1 of 4

Flight Dates 09/03/12-09/04/12

Contract / Revision **309602** / **Allen West for Congress**

Original Date / Revision Agency Com 15%
08/29/12 08/29/12 Billing Contact

Advertiser **West / Republican / Congress** **3299 K Street NW - Suite 200**
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact Sales Office EWSDC
3299 K Street NW - Suite 200 Sales Region NAT
Washington, DC 20007 Agency Ref 2

Order Sep 00:20:00
Estimate # Order # 59 w/o 9/3
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 46% Market Value 83108

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	44878
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	67	\$32,495.50	\$38,230.00	0.00	08/27/12	09/04/12	67	\$32,495.50	\$38,230.00
Totals	67	\$32,495.50	\$38,230.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	67	\$32,495.50	\$38,230.00	0.00	08/27/12	09/04/12	67	\$32,495.50	\$38,230.00
Totals	67	\$32,495.50	\$38,230.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 1	WPTV	09/03/12	09/04/12	M-F 7-9a M-F 7-9a		CM	7-9a		11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/03/12 09/09/12 11----- 2 \$1,200.00 0.00																		
E 2	WPTV	09/03/12	09/04/12	M-F 12n-1p M-F 12n-1p		CM	12-1p		11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/03/12 09/09/12 11----- 2 \$250.00 0.00																		
E 3	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p		CM	530-6p		11-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00	



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Hiatus Dates

Original Date / Revision 08/29/12 / 08/29/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate #

Estimate # **Order # 59 w/o 9/3**



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Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 59 w/o 9/3

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 41	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
E 43	WPTV	09/03/12	09/04/12	M-F 3p-4p M-F 3p-4p	CM	3-4p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$200.00		0.00			
E 45	WPTV	09/03/12	09/04/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$450.00		0.00			
E 47	WPTV	09/04/12	09/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	-T-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$650.00		0.00			
E 49	WPTV	09/03/12	09/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$650.00		0.00			
E 51	WPTV	09/03/12	09/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-----		2				\$275.00		0.00			
E 52	WPTV	09/03/12	09/03/12	NBC Monday Prime NBC Monday Prime	CM	8-11p (9:00 PM-11:00 PM)	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$1,500.00		0.00			
Totals														67	\$38,230.00